



The Coke Dares

“Here We Go With...”



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Bloomington, Indiana is a town with a lot of rocking to do but not enough people to bring it. For that reason, most Bloomingtonians with true dedication to the cause have to pull double, sometimes triple duty. Sometimes even more. Jason, Mark, and Pete – **The Coke Dares** – are no exception. These three young men have extremely full plates band-wise (see below), but don't think this is some kind of side project. More of a supergroup power trio. More of a rock n roll bulldozer plowing fiercely through the boredom forest. A riff viper that burrows deep into the gray matter, popping up at random intervals for weeks to come after spinning the album. Anything but a side project.

So what can one expect from 32 songs in 32 minutes? Don't expect just another punk album that forsakes brilliance for brevity – The Coke Dares have both in spades. Expect straightforward rock n roll, the kind **Eddie Cochran** would have made if he had grown up on the **Ramones** and **Black Sabbath** instead of vice versa. Look to the old masters of ingenious short songwriting if you need another touchstone. Think **Wire's** Pink Flag. Think the **Minutemen's** DoubleNickels on the Dime. Think any early SST, really. Think **Robert Pollard** on his front lawn with a Marshall stack and an even shorter attention span. Each song is a new classic, nay anthem – a collage of hooks. There's a story in each one, but not the kind of inside-joke winks and nudges that small town rock and roll is notorious for. Sure, it adds something to the music if you live in southern Indiana and you pick up on the dozens of little references. But, really, the message of The Coke Dares is universal. Who hasn't chased a rat down the alley? Who hasn't carried a big box and wished that someone without a big box would get the door? Who hasn't stolen ten thousand dollars from the kitty at work?

Sonically, the album winds in and out of studio and live tracks, holding your attention with little variations in production. All of the studio tracks were recorded and mixed in two days by **Mike Dixon** of **Rapider Than Horsepower**, no stranger himself to the rigors of multi-band, multi-project music juggling. The live tracks take you on a semi-world tour – from Indiana to Barcelona and back to Indiana. And if the whole thing is over before you know it, fret not –there's a music video on the disc as well. So now for those other-band facts I promised:

- 1) Jason & Mark are one half of **The Impossible Shapes**.
- 2) Mark is 1/3 of Secretly Canadian band **Ativin**
- 3) Pete is 1/3 of **Scout Niblett's** band, also on Secretly Canadian. He's also a longstanding member of **Panoply Academy**.
- 4) All three Coke Dares are the backbone of the **Magnolia Electric Company**, **Jason Molina's (Songs:Ohia)** super rock group

And the exes:

- 1) Jason & Mark are ex- **John Wilkes Booze**, one of the newest of the Kill Rock Stars stable
- 2) Pete used to be in **Turn Pale**.

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